WORKMAN NYDEGGER CENTRAL FAX CENTER

AUG 1 9 2004

OFFICIAL

A PROFESSIONAL CORPORATION ATTORNEYS AT LAW 1000 EAGLE GATE TOWER

60 EAST SOUTH TEMPLE SALT LAKE CITY, UTAH 84111 TELEPHONE (801) 533-9800 FAX (801) 328-1707

TELECOPIER COVER SHEET

August 19, 2004

Total Number of Pages (including cover letter):

21

Please deliver the transmitted facsimile pages to:

Examiner Scott E. Beliveau

Business Phone

(703) 305-4907

Telecopier Phone:

(703) 872-9306

OFFICIAL COMMUNICATION

From:

JENS C. JENKINS

Comments:

Please see attached.

Docket No.

14531.46

Serial No.

09/264,432

We are transmitting from a Sharp FO-750 or Sharp FO-6100 facsimile machine. If you do not receive all the pages or they are unreadable, please contact me as soon as possible at (801) 533-9800.

THE INFORMATION CONTAINED IN THIS FACSIMILE MESSAGE IS ATTORNEY PRIVILEGED AND CONFIDENTIAL INFORMATION INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE OR AGENT RESPONSIBLE TO DELIVER IT TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE IMMEDIATELY NOTIFY US BY TELEPHONE, AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICE. THANK YOU.

W:\14531\46\DMS0000005165\Y001.doc

FILED VIA FACSIMILE

RECEIVED CENTRAL FAX CENTER

PATENT APPLICATION
Docket No. 14531.46

AUG 1 9 2004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

in to application of	Phillip Y. Goldman et al.	OFFIC
Scrial No.	09/264,432)) Art Unit
Filed:	March 8, 1999) 2614)
Confirmation No.	3073	
For:	SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY	
Examiner:	Scott E. Beliveau)
Customer No.	022913	

CERTIFICATE OF FACSIMILE TRANSMISSION

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "H" (13 pages)
- Form PTO-2038 in the amount of \$216.00
- Request for Continued Examination (2 pages)
- Form PTO-2038 in the amount of \$770.00
- Transmittal Letter (2 pages)

Dated this 18 of August 2004.

Respectfully submitted,

JENS C. JENKINS
Registration No. 44,803
Attorney for Applicant

Attorney for Applicant Customer No. 022913

CM0000004241V001

RICK D. NYDEXICER BRENT P. LORIMER THUMAS R. VUKSINICK LARRY R. LAYCOCK JONATIAN W. RICHARDS DAVID R. WHEHE TORN C. STRINGHAM IONN M. GUYNN CHARLES L. ROPERTS DANA L. TANGREN EXIC L. MASCHOFF CHARLES J. VEVERKA ROBYN L. PHILLIPS RICHARD C. GILMORE " STERLING A. BRENNAN R. BURNS ISRAELSKN DATO R. TODO GREGORY M. TAYLOR DAVID B. DELLEMMON L. DAVID GRIFFIN ADMAN J. LEE FRASER D. RUY CARL T. REED

W

R. PARRISH FREEMAN, JR. PEYER F. MALEN, IR. L. REX SEARS, PILD. WILLIAM R. RICHTER ERIC M. KAMERATH ROBERT E. AWGOCK JENS C. JENKINS KEVIN W. STINGHIL WILLIAM J. ATHAY MICHAEL B. DODD RYAN D. BENNON SARA D. JONES TIGE KEILER JANNA L. JENSEN MATTHEW D. TOOD J. LAVAR OLDHAM MICHAEL J. FRODSHAM JUSEINI L. KKUM BREIT A. HANSEN BRITT I. JOHNSON MATTHEW A. BARLOW WESLEY C. RUSANDER ANDREW S. HANSEN CHAD E. NYDEGGER JOSEPH G. PIA COINTON E. DUKE DAVID I. LORENZ T RYAN N. FARR JAMES B. BLLSHIL

WORKMAN | NYDEGGER

INTELLECTUAL PROPERTY ATTORNEYS

1000 Facilf Gate Tower GO East South Temple Salt Lake City, Utah 84111 Telfphone: (801) 533-9800 Fak; (801) 328-1707 Website: Http://www.wnlaw.com

RECEIVED CENTRAL FAX CENTER

FILED VIA FACSIMILE

AUG 1 9 2004 PATENT APPLICATION
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE FICAL

In re application of)	
	Phillip Y. Goldman)))
Serial No.	09/264,432)Art Unit) 2614
Filed:	March 8, 1999	}
Confirmation No.	3073	}
For:	SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY))))
Examiner:	Scott E. Beliveau)

TRANSMITTAL FOR AMENDMENT "H" AND RESPONSE FILED WITH RCE

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an Amendment "H" and Response for entry in the above-identified application.

The fee has been calculated as follows:

			SMALL ENTITY		LARGE ENTITY	
CLAIMS REMAINING AFTER	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	PRESENT EXTRA	RATE	ADDT'L FEE	RATE	ADDT'L FEE
TOTAL 46	MINUS 34	12	х		X 18	\$216.00
INDEPENDENT 6	MINUS 6	0	x		X 86	0
1" PRESENTATION OF MULTIPLE DEPENDENT CLAIM		+ =		+ ==	0	
			TOTAL		TOTAL	\$216.00

- X Form PTO-2038 in the amount of \$216.00 is enclosed to cover the additional claim fee.
- X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.
 - X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.
 - X Any patent application processing fees under 37 CFR 1.17.
- X A duplicate copy of this transmittal letter is attached.

Dated this 18 day of August 2004.

Respectfully submitted,

RICK D, NYDEGGER

Registration No. 28,651

JENS C. JENKINS

Registration No. 44,803

Attorneys for Applicant

Customer No. 022913

RDN:JCJ:cm CM0000004088V001